



SOCIAL MEDIA MONITORING PROGRAM QUICK PLAN

Description

Program from SocialMedia8 that monitors and reports conversations, buzz, mentions on brands, products, services within the social media landscape (micro-blogs, blogs, forums, communities, social networks, social bookmarking sites and photo & video sharing portals).

Purpose

Brands need to understand what consumers say online about their brand. Social media is becoming the primary medium for consumer recommendations and unprompted discussion about the brand experience and preferences.

The purpose of a Brand Monitoring Program is to understand what is driving recommendations and advocacy. Understand the volume and sentiment of consumer discussion as well as the subtle differences between markets and understand which brand values are discussed and why. With insights on what is being said, brands are able to set KPI's by which (social media) campaigns can be measured.

Success outcomes

A successful Brand Monitoring program offers brand marketers and chief marketing officers the eyes and ears they never had before. Brand Monitoring offers valuable reputation management and brand protection. The reports show the presence of the brand within the social media landscape, defines the target audiences sentiment and perception regarding the brand.

It compares the Share of Voice of the brand within social media vs. its competitors, detects possible important consumer generated fan pages or communities around the brand and its products or services. It gains crucial and **new consumers insights** that will help to define next strategic choices, reports buzz and opinions on the actual experience of the brand and its products, services and social services.

The outcome of Brand Monitoring contains important strategic conclusions and recommendations from the Social Strategy Director and Social Media Specialists.

Guiding principles

Social media and Brand Monitoring bring an **attractive value proposition** to the consumers that are most willing to engage in their online decision making and buying process. Most value propositions lack a **human connection** with the journey of discovering the need for a particular product or service. Social media marketing offers that human connection.

Stories of successful buyers and their journeys provide the missing ingredient for deeper engagement in a buying decision-making process: **human connection with personal stories**. Online reputation, positive reviews and ratings by influencers are the **decision making differentiators** in the buying process of Digital Natives, advertising comes next. Around 92% of all 16-34 year old consumers only buy a product if their network of social influencers or connected peers have written a positive review about it (Forrester Research).

It is important for brands to understand what consumers say online about their brand.

Deliverables

Completion of the project will provide the following:

- **Brand Monitoring Reports** i.e. bi-monthly or monthly
- **Comparisons** on the Share of Voice of the brand within social media vs. competitors
- **Timely Reporting** on a agreed intervals: daily, (bi-)weekly, monthly, quarterly or even customized to clients needs
- **Advanced reporting** created by experienced and skilled social media specialists
- **Valuable recommendations** and consulting by leading SocialMedia8 specialists

Quantification

SocialMedia8 makes use of different brand monitoring tools, both automated analysis through tracking tools and manual analysis performed by Social Media Specialists.

Timeline

To see full effect of changes within conversations, buzz and sentiment SocialMedia8 advises to continuously monitor for a minimum period of 12 months. Signed approval needed 6 weeks prior to project start. Fill out briefing template: 4 weeks prior to project start. Review program and approval by client: 2 weeks prior to project start.

Work steps

The figure below depicts the production of Brand Monitoring programs:



Client will provide a clear briefing with objectives, target audience, target markets, relevant keywords and competitors. The SocialMedia8 Account Director will send a detailed proposal to client for approval. After signed approval the Account Director and Strategy Director will create a de-briefing for the client. SocialMedia8 will send a detailed planning with all deliverables and milestones to client.

SocialMedia8 will comprise a Brand Monitoring Strategy based on the project briefing. After the strategy a Monitoring Plan will be defined including the method for executing the program within the targeted countries. SocialMedia8 will perform a final-pass edit for clarity, logic, and meaning, submitting the Brand Monitoring for detailed analysis by the client.

The tracking will be set up by defining relevant keywords in order to track conversations and sentiment regarding the brand and its products and/or services. Once monitoring has started data will be analyzed by Social Media Specialists and Strategy Director and delivered in Brand Monitoring Reports.

Case studies

SocialMedia8 is WPP's leading social media marketing agency with offices in Amsterdam, London, Milan and Madrid. We are a WOMMA member and fully compliant to their code of ethics. We have performed Brand Monitoring, Seeding campaigns and developed Social media marketing strategies for over **100 leading brands**. Please see our [case studies](#) here.